

COLLEGES



PUBLICATION DATES: Friday, October 18, 2019

GET INVOLVED BY: Friday, September 20, 2019

MATERIAL DUE: Friday, October 4, 2019

INVESTMENT: SPECIAL REPORT OR CONTRACT RATES APPLY

Colleges are a key component in Canada's higher education landscape. This Special Editorial Report will examine the substantial role that colleges play in the education of both young people as they begin post-secondary education and older adults looking to enhance and update career skills.

Tentative editorial topics

- Colleges and international collaboration
- Notable college research initiatives
- Colleges' role in retraining new arrivals to Canada
- Q and A's with college presidents - how their institutions are getting students ready to face the shifting economic climate
- Changing direction - A look at mature students who are educating themselves for career changes
- How social networking is enhancing the college experience

For additional information, contact:

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REACH YOUR TARGET

ONLINE

Globeandmail.com

4.3 Million

WEEKLY DIGITAL READERS

Source: Vividata Fall 2018 National Total readers

Globeandmail and Globe Alliance

18.6 Million

MONTHLY UVs

Source: comScore Q2 2018 average, multi-platform

IN PRINT

National Edition

848,000

WEEKDAY PRINT READERS

Source: Vividata Fall 2018 National Total readers

THE GLOBE AND MAIL

DELIVERS YOUR BEST AUDIENCE:

- Education is important to Globe readers – 71% have University or higher educations (1118).
- 1.4 Million Globe and Mail print and digital readers have high school aged children 12-17 years old in their households.
- Connect with 2 in 3 or 2.8 Million Canadians that have high school aged children 12-17 years old in their households with The Globe Alliance.

Source: Vividata Fall 2018, Globe and Mail Print/Digital Weekly Cume. comScore Plan Metrix December 2018, Globe Alliance.

ACHIEVE POWERFUL RESULTS...

**35% HIGHER
READING TIME**

OVER 2 MINUTES ON SPECIAL REPORT ARTICLES VS.
GAM SITE AVERAGE

3X HIGHER CTR

ON ADS NEXT TO CONTENT
VS. GAM SITE AND CANADIAN AVERAGE

Source: Omniture, Doubleclick

Editorial Reports and Sponsor Content Features – Advertising Rates (net)

ADVERTISING OPTIONS

Editorial Reports and Sponsor Content Features are offered as bundled advertising packages across print and digital media.

PRINT

YOUR CHOICE OF AD SIZE

- Advertising space can consist of brand ad and/or client approved content. Additional investment applicable for client approved content.

EDITORIAL REPORTS AND SPONSOR CONTENT FEATURES WILL APPEAR WITH COMMITTED ADVERTISING IN EITHER SEPARATE, OR RELEVANT SECTION

DIGITAL

- IMPRESSIONS delivered as contextually-placed 300 x 600 audience engagement units, featuring advertiser branding (300x250 big box) above links to articles.
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.
- EDITORIAL REPORT ARTICLES WILL APPEAR IN RELEVANT SECTION, SPONSOR CONTENT ARTICLES WILL RUN IN PARTNER SECTION

	NATIONAL
FULL PAGE + 300,000 digital impressions	\$26,000
TWO-THIRDS (2/3) PAGE + 300,000 digital impressions	\$19,500
HALF (1/2) PAGE + 300,000 digital impressions	\$16,900
THIRD (1/3) PAGE + 300,000 digital impressions	\$9,500
QUARTER (1/4) PAGE + 300,000 digital impressions	\$8,500
BANNER + 200,000 digital impressions	\$5,500
EIGHTH (1/8) PAGE + 300,000 digital impressions	\$4,500

- ALL IMPRESSIONS DELIVERED ACROSS DESKTOP AND MOBILE WEB.
- IMPRESSIONS DELIVERED AS CONTEXTUALLY PLACED AUDIENCE ENGAGEMENT UNITS.
- ONE MONTH DELIVERY.
- CONTEXTUAL PLACEMENT SUBJECT TO AVAILABILITY, DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

For more information, please contact your
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